



INL communicators Lou Riepl, left, Marilyn Whitney, Teri Ehresman and David Combs accepted a media relations excellence award at this year's Capital City Communicators IMPACT Awards.

INL communicators recognized with IMPACT Awards

By [Marilyn Whitney](#), *Communications & Governmental Affairs*

Five teams of communicators and designers from INL received recognition from their peers at this year's [Capital City Communicators](#) (CCC) IMPACT Awards.

A professional organization based in Boise, CCC launched the [Idaho Marketing, PR and Communication Talent \(IMPACT\) Awards](#) program to recognize excellence across a broad spectrum of the craft that includes public relations, corporate communications and journalism.

INL's Communications & Governmental Affairs group submitted five entries, and all five garnered awards at a recent ceremony at Boise's Esther Simplot Performing Arts Center.

The awards recognized exceptional work in numerous categories ranging from the traditional annual report, video production and news release, to new media efforts with blogs, web sites and social media campaigns. Each category recognized an Excellence and a Merit Award winner.

INL's Teri Ehresman, Lou Riepl and Nicole Stricker took home top honors in the Media Relations category, which recognizes an overall campaign including exceptional media outreach efforts and strategy. Their Global Fuel Performance Breakthrough campaign included print and radio news releases, technical briefings with reporters, posts to Facebook and a media availability at the American Nuclear Society's winter meeting. The judges noted the clear objectives and outstanding tactical execution.

INL communicators also collected merit awards in the following categories:

- External Publication: A Chronology of INL Engineering Firsts – produced by Lou Riepl, Kris Burnham, Don Miley, Debra Kahl and Rick Bolton.
- On-a-shoestring campaign: INL's 60th Anniversary Observance – produced by Teri Ehresman, Nicole Stricker, Tom Fields, Lou Riepl, David Combs, Don Miley, Brian Whitlock, Rick Bolton and Marilyn Whitney.
- Feature Writing: INL, ISU team on nanoparticle production breakthrough – written and produced by Mike Wall.
- Social Media Campaign: INL launches Facebook page – produced by Rebecca Jones, Misty Benjamin, Nicole Stricker, Mike Sponseller, Ethan Huffman, Keith Arterburn and Tom Fields.

Entries were judged by the Spokane Regional MarCom Association of Spokane, Wash. Based on numerical scores, an excellence award went to the highest point value in each category, with a merit award going to the runner-up in each category.

Related Links:

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The award for exceptional media outreach efforts and strategy recognized INL's Global Fuel Performance Breakthrough campaign.